

Chattanooga Forward // Entertainment

Recommendation	Staff	Status
A Venture 2.0 structure that would bring business and community leaders together to create an entity that has a singular mission of focusing on what keeps the downtown alive, vibrant and full of energy. Local government is in a supporting role.	Stacy Richardson	The City has been reviewing the role that a Venture 2.0 could play. With a variety of planning processes in the downtown (form-based code, miller park/miller plaza, innovation district, and the newly created design studio), there is a lack of capacity from City staff and concern of "planning fatigue" on behalf of stakeholders.
Stay fresh, safe, clean and green	Lee Norris	The City of Chattanooga Public Works Department works diligently to ensure that the downtown is clean and presentable. In addition, the Chattanooga Police Department works closely with downtown residents to ensure that downtown is and feels safe.
Identify and fill in the downtown gaps	River City Company	
Responsive, expansive web design		
Creation of a not-for-profit organization that will assume responsibility for the Tivoli and Memorial Auditorium from the city of Chattanooga	Brent Goldberg	COMPLETE
a) Explore the UTC potential for Memorial Auditorium	Brent Goldberg	COMPLETE
b) Identifying private citizens that agree to lead the effort to raise funds for an endowment for the facilities.	Brent Goldberg	COMPLETE
c) Consideration by the city of Chattanooga to gradually reduce its support for the facilities with a focus on maintenance issues.	Brent Goldberg	COMPLETE
d) Agreement by the city of Chattanooga to support a public campaign to build support for the endowment.	Brent Goldberg	COMPLETE
e) Hold a visioning session with participants selected based on past support, interest in the performing arts and potential for leadership challenge	Brent Goldberg	COMPLETE
f) Begin preliminary steps to create a not-for-profit structure & file the required paperwork	Brent Goldberg	COMPLETE
g) Identify 3 to 4 key community supporters to lead the effort	Brent Goldberg	COMPLETE

h) The visioning process should lead to identifying members of the initial not-for-profit board and the leader for the board. Primary goal is to establish fundraising goals and launch campaign to create community endowment to support the facilities.	Brent Goldberg	Ongoing
i) Contract out for concessions because city cannot serve alcohol- improving concessions	Brent Goldberg	Ongoing
j) Considering selling sponsorships for shows	Brent Goldberg	Ongoing
k) Need better promotion and event calendar	Brent Goldberg	Ongoing
l) Ticketing system & website improved but still work to be done	Brent Goldberg	Ongoing
m) Would be helpful to have app	Brent Goldberg	Ongoing
n) Nobody is out selling the Tivoli venue; need to put Tivoli more out front of public for events	Brent Goldberg	Ongoing
o) Focus on holding down expense and needs to shift toward growing the bottom line	Brent Goldberg	Ongoing
Animate the waterfront more regularly, bringing in a land-planning consultant to assist in the effort and look at opportunities on both sides of the River.	Brent Goldberg/Stacy Richardson	The City has added a position to Outdoor Chattanooga to encourage more proactive programming of public spaces, greater collaboration on existing events, and more strategic thinking about what events make Chattanooga special.
a) Permitted street performances (busking), including music, magic and acrobatic arts could be programmed in these public spaces seven months out of the year (April – October).	Stacy Richardson/Wade Hinton	The City Attorney conducted a review of the busking ordinance and sees no barriers to street performers. The City has also had discussions with Sound Corps on how we can best support them.
b)Portrait artists, caricature artists, and hands-on art projects for the public such as the Art 120 with their popular Art Bike program that children and adults can take part in creating.	Peggy Townsend	
c) Lighting of the existing gas flame cauldrons along the docking area of the Riverwalk on weekends would be an attraction in itself at Ross' Landing.	Lee Norris	The original design called for gas lines to the docking area. For some reason, the lines were never installed. For a few years, the lanterns were serviced by individual gas lines. In the current design, the cauldrons were replaced by electric lighting.

d) A monthly “game night,” which could include corn hole, giant chess and/or regular chess tables, volleyball, badminton and other group activities that families and people of all ages could enjoy.	David Carmody	Outdoor Chattanooga has a very similar event that is currently held at Greenway Farms and they will be looking to expand this in 2016.
e) A history tour for the waterfront and The Passage in conjunction with the History Center or through an app that offers a virtual tour. Since a very interesting interpretive tour has already been developed for Ross’ Landing Plaza around the Aquarium, this should be made available to the public every weekend (tours should be a ticketed activity).	Stacy Richardson	Currently, the History Center is diligently working on a capital campaign. Once completed, the City will be glad to work with them to enhance their programming as needed.
f) Saturday night “Pickin” on the Green. Anyone is welcome to bring his or her acoustic instrument and jam together (this town loves to get together and pick!)	David Carmody	Outdoor Chattanooga has a very similar event that is currently held at Greenway Farms and they will be looking to expand this in 2016.
g) Saturday morning parent and child yoga or regular yoga.	Brent Goldberg/Stacy Richardson	The City has added a position to Outdoor Chattanooga to encourage more proactive programming of public spaces, greater collaboration on existing events, and more strategic thinking about what events make Chattanooga special.
h) Sunday afternoon Jazz Party using good local jazz. There's already a nice stage at the amphitheater between the two aquariums or it could be set up on the Green.	James McKissic	Through community partnerships, JazzaNooga has regular jazz performances throughout the community.
i) An ice cream sundae event on the first Sunday of each month.	Brent Goldberg/Stacy Richardson	The City has added a position to Outdoor Chattanooga to encourage more proactive programming of public spaces, greater collaboration on existing events, and more strategic thinking about what events make Chattanooga special.
j) Lighting Animation - Install animated light projection on a building or corner in the waterfront district to create dancing patterns or showers of light on the sidewalk to look pretty and encourage people to dance in the light.		
k) Open-Air Ice Skating during the Holidays: The concept of a temporary outdoor ice rink on the Chattanooga Green during the holiday season is one that has great appeal for a family-oriented community.	Molly Cooper	COMPLETE.
Be mobile; providing easy access to information, tickets on a single platform and a calendar that is accessible, informative and intuitive with one stop for news, venues, information, links (web-based) & mobile adaptable	David Carmody	The City is developing a community calendar and mobile application that will make it easy to contribute events and search information.
Promote and market the experience – ads, social and digital platforms and a contract with a promotion company to sell the waterfront (both sides), the Tivoli, Memorial Auditorium and other venues	Brent Goldberg/David Carmody	The Tivoli and Memorial are currently under new management who are implementing this recommendation. The City is currently hiring a new position to provide increased programming and access to parks throughout the City.

Make it easier to schedule waterfront and other venues	David Carmody	The City is currently developing an online application that will streamline the process and make it easier to reserve the waterfront and other spaces.
Rebuild the Venture approach; stakeholders who frame attractions and entertainment, work with government and maintain the momentum	Stacy Richardson	The City has been reviewing the role that a Venture 2.0 could play. With a variety of planning processes in the downtown (form-based code, miller park/miller plaza, innovation district, and the newly created design studio), there is a lack of capacity from City staff and concern of "planning fatigue" on behalf of stakeholders.
Work toward a music strategy for MLK	Stacy Richardson	The City has been working with the Bessie Smith Hall to preserve MLK's unique history and promote music events taking place throughout the area.
Encourage more pedestrian-friendly areas	Blythe Bailey	COMPLETE. The Department of Transportation lead the drafting and implementation of a Complete Streets policy.
Find time, space and locations for large and smaller festivals	Stacy Richardson	The City is currently taking a number of steps to make it easier to reserve existing spaces and promote those locations to festivals -- large and small.
Make the guidelines and procedures work; measure the impact		
Field a study for keeping downtown alive	Stacy Richardson	UNDER REVIEW. The City partners with lots of stakeholders who work to keep downtown alive and thriving. While a variety of areas need further exploration, there are targeted efforts towards different sectors of downtown - innovation district, central city, housing, form-based code and others.
Consider building on the heritage of the railroad that was an important transportation hub. Take the song, explore the existing Belt Line tracks and create both a transportation mode and an attraction. The redevelopment of Harriet Tubman that is located along the old Belt Line adds another impetus to considering the reconstruction of this line.	Blythe Bailey	Recently the City won a TIGER grant to study whether or not a cross city light rail system is feasible in Chattanooga.
Start thinking about the next new idea that complements existing attractions.	Stacy Richardson	The City works with various organizations and companies to recruit new businesses and attractions to Chattanooga.
Create a viable entertainment calendar.	David Carmody	This is in development and will be deployed during the first quarter of next year.

Provide consulting to local restaurants and bars so they are able to survive.	Nick Wilkinson	The City works with our partners at the County to provide economic development incentives, support and referral for local restaurants and businesses.
Create a unique sense of place by marketing the entire scene.	Lacie Stone	The City partners with other area communication professionals to promote Chattanooga's unique identity.
Develop the Southside as the entertainment and music hub; existing parking and easy development.	Stacy Richardson	The City has made significant investment in the Southside through the residential PILOT agreement, transportation enhancements, and public art. We continue to weigh additional projects that would help establish the Southside as an entertainment hub.
Create a fundamental modification in the infrastructure currently in place.		
Stronger support system to propel local artists into a higher professional arena.		
Request for an individual or an organization to be charged with selling venues, attractions and festivals. While there may be a lot that is happening, there is minimal coordination or outreach to promote the range of entertainment. There was a suggestion that the city consider hiring a special events coordinator who would work with local venues to push an overall promotion program.		
Finley Stadium: a) To be self-sustaining within 3 years	Stacy Richardson	The City is available to partner with Finley Stadium representatives any time on initiatives that promote the field, help them become more sustainable and promote regional sporting events.
b) To animate the field	Stacy Richardson	The City is available to partner with Finley Stadium representatives any time on initiatives that promote the field, help them become more sustainable and promote regional sporting events.
c)To host concerts & festivals that will drive room nights	Stacy Richardson	The City is available to partner with Finley Stadium representatives any time on initiatives that promote the field, help them become more sustainable and promote regional sporting events.
d)To host more regional sporting events	Stacy Richardson	The City is available to partner with Finley Stadium representatives any time on initiatives that promote the field, help them become more sustainable and promote regional sporting events.

e) To figure out how to make Finley sufficient to host music events	Stacy Richardson	The City is available to partner with Finley Stadium representatives any time on initiatives that promote the field, help them become more sustainable and promote regional sporting events.
McKenzie Arena: a) Market city as group instead of separate venues, b) Parking is an issue, c) Have to schedule events around basketball games, d) Acts tour October through May and basketball is an issue, e) Joint calendar would be a positive, f) Not allowed to take risks		The City has a strong relationship with UTC and is always open to discussions on ways to make the campus and it's various buildings more accessible.
Friends of the Festival: a) Need clarity on what is a city-endorsed event, b) Waterfront – focus on doing more, c) Built to be used and not to be used, d) No schematics on how the waterfront is wired, e) Coolidge Park is more of a family zone, f) Need to avoid turf struggles, g) Riverbend has changed over time with artists in education, unplugged with local restaurants and other extensions in the community, h) Consider creation of an events coordinating group, i) Issues with closing the road, j) No promotion of the waterfront; not part of contract they administer for the City, k) Cumbersome process to gain approval to use the waterfront venues, l) Long lead times to gain approval for waterfront event, m) The process for planning & approving events, including the noise ordinance and the open container law.		The City is always open to working with Friends of the Festival or any organization on how to make the waterfront an enjoyable experience for visitors and event specialists alike.